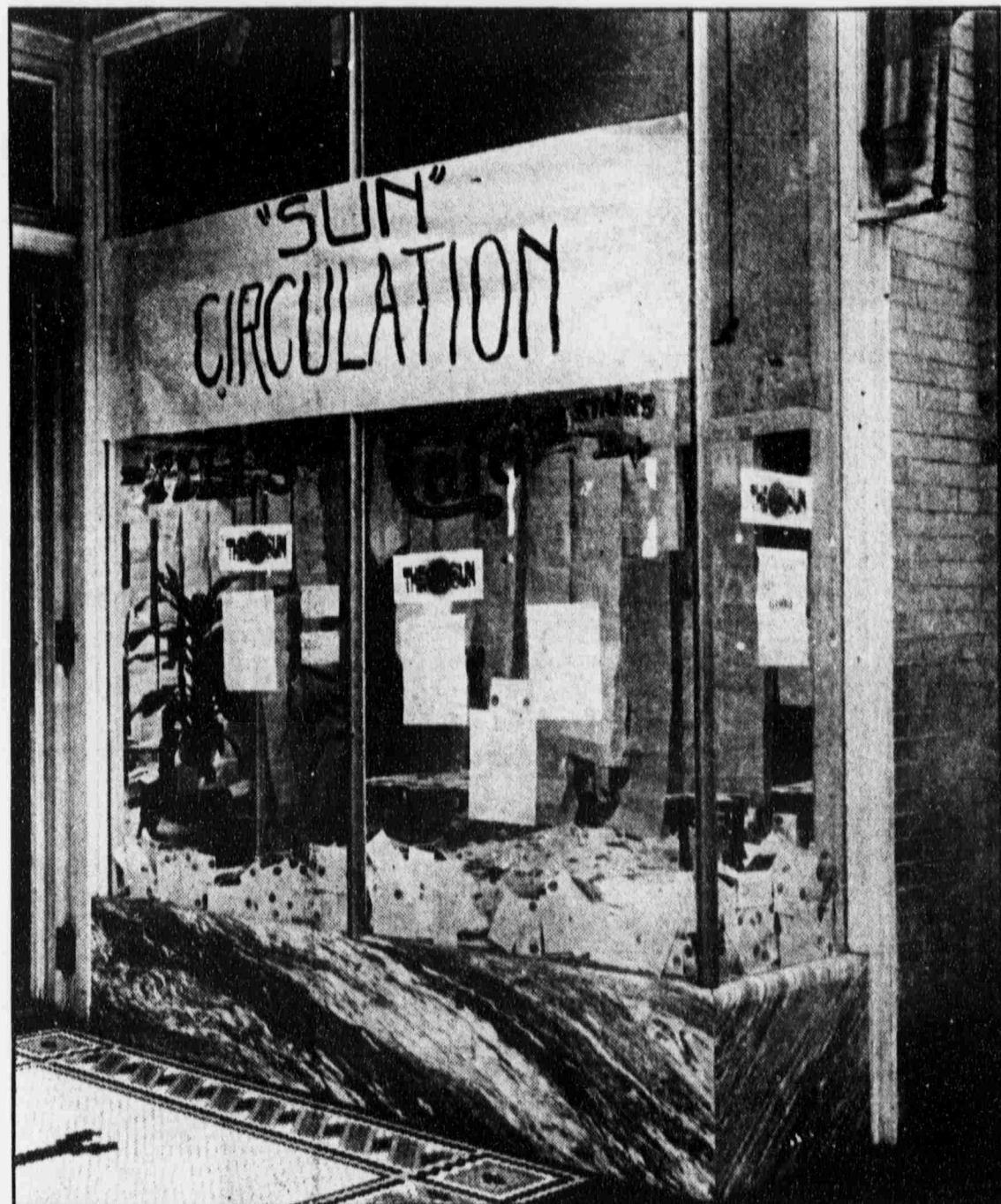


A SURE ENOUGH KILLING---By Us



Picture of Till's Window, Showing The Sun's Circulation---Photo by Moore

Accepting as true that generally credited declaration, "there's nothing new under the sun," this journal had no difficulty in finding something new, because THE SUN is not affected by truths about things UNDER the sun.

Thus fortified by a condition peculiarly its own, THE SUN had the honor and pleasure of presenting to the people of this city a first-class novelty, which possessed the additional qualifications of boldness and merit.

For the first time in the history of Florida journalism, and (as far as information now at hand is a guide) in the history of journalism in any other State or nation—

THE CIRCULATION OF A PUBLICATION WAS EXHIBITED TO THE PEOPLE.

This is what THE SUN did all last week in this city, by placing in Till's window, pictured here, lists containing FOURTEEN THOUSAND names of persons residing in Florida to whom THE SUN will be sent for a year.

That these persons were boni fide PAID subscribers to THE SUN, was fully proven by the exhibition of postal cards signed by them accepting the clubbing proposition made them by sixty Florida

newspapers, by which two papers were sent for the price of one. Persons who paid for any one of the sixty papers on THE SUN'S clubbing list, paid for THE SUN at the same time, under the arrangement made by THE SUN with those papers.

That THE SUN will receive one-half of the money paid to these sixty newspapers for subscriptions was POSITIVELY PROVEN by the exhibition in Till's window of sixty contracts, signed by as many papers, calling for FIFTY THOUSAND INCHES of advertising space in these sixty papers which has been placed by them to the credit of THE SUN.

For a new publication to commence business with a clearly shown and proven circulation, more than FIFTY PER CENT LARGER than the largest CLAIMED newspaper circulation in the State, is so startling in its newness that it must perforce have happened IN THE SUN, and not UNDER the sun.

No people under the sun are quicker to recognize a new thing, that has the imprint of merit, than the people who have made this city great; and they gave testimony to this display of SUN courage and enterprise, until the verdict was made up that convicted THE SUN of "making a killing" in the field of circulation-getting and proving.

From Monday morning until Saturday night Till's east show window was the magnet that drew the crowds.

For six days the gazers into Till's window, gathering in bunches at all hours of the day, read the names on the postal cards, noted the postmarks on them and were convinced that THE SUN would surely shine all over fair Florida.

Incidentally, Till's cafe, upstairs, came in for an unusual rush of business because of the fact that crowds always get hungry, and Till's can feed crowds.

As to how this circulation was acquired, it is simple when you know it. All great truths are simple after they are known.

Early last June Mr. A. K. Taylor and Mr. Claude L'Engle were treated to an overdose of misplaced confidence in some high-sounding but pie crust promises made by a two-by-four man with a ten-by-twelve vocabulary.

As a result of this over-imbibing Messrs. Taylor and L'Engle found that the black, but fierce Othello was not the only mothball in the clothes chest, when it came down to finding an occupation gone.

Unlike the swarthy Moor, the two gentlemen mentioned were not content to recount the noble deeds that had by them been done. They talked, instead, of how some deeds might still be done in their chosen field of journalism.

Surveying the Florida field, their eyes encountered many little fences inclosing some man's particular pasture, and so thick were the fences that the eye could not discover where one left off and the other began. Dark and forbidding was the prospect, until the light of a great idea shown forth, making it bright and inviting.

This idea was TO MAKE A GREAT STATE PAPER that would not interfere with the fence put around any one journalistic pasture, but would share the life-giving verdure of them all, leaving an abundant feast to each fence-builder.

Following the idea came the conviction that to make a great State paper A GREAT STATE CIRCULATION was necessary. The rest was a matter of deciding on a plan to get this circulation.

By a process of elimination the plan was found and the putting of it on was a mere trifle of three months' hard work, day and night, traveling the State.

The proof of the successful culmination of the idea, the plan and the execution was the showing made in Till's window last week.

The REAL AND FINAL TEST came when the business men were invited to buy SUN space at one dollar per inch per insertion, the HIGHEST PRICE charged for advertising space by any publication carrying Florida business.

A rule applied to the advertising pages of this first issue, and the rate given above applied to the measurement, will demonstrate how the plan stood the test.

In this issue is carried enough business to pay the cost of producing it and LEAVE A HANDSOME MARGIN.

Mr. Armstrong, manager of the Florida Cigar and Tobacco Company, which displays a large advertisement on the back page in this number, gave this business to THE SUN because he was told that THE SUN had as a paid subscriber practically every merchant in Florida. THE SUN man offered to match his list of customers with a postal for each name furnished.

Two days after this statement was made Mr. Armstrong said to THE SUN man: "You need not prove your claim. I have looked at the postal cards in Till's window, and saw on top of the pile enough autographs that I know to convince me that you can make it good."

TWO PLANES --- ONE HIGH, THE OTHER INCLINED

One day last fall Mr. P. L. Sutherland SOUGHT OUT the writer and proposed to "finance" the Daily Florida Sun, which was being published under his sole management, under certain conditions.

The writer NEEDED A FINANCIER, believed Mr. Sutherland to be it, agreed to the conditions, and faithfully carried them out.

The financing that was done was what Tom Lawson has named "Frenzied."

Mr. Sutherland furnished a little cash, got a majority holding of stock, and then on his promise to furnish plenty more, issued notes of the company with his indorsement in lieu of cash.

When the pressure came Mr. Sutherland used his voting power to wreck the paper, collect the money due and to sell the property of the company that the writer's money and that of nine of his friends HAD PAID FOR, to HELP PAY THE NOTES which he uttered for the company. When Mr. Sutherland promised to "finance" the paper, on which promise he got control of the stock, he mentioned MONEY as the medium of exchange—NOT A WORD ABOUT indorsements.

For the whole world to see Mr. Sutherland published over his signature in the Daily Florida Sun, the day it suspended, a statement that he (Sutherland) would PAY ALL DEBTS.

This made everybody REAL GLAD, and caused much favorable comment on the "high plane" of Mr. Sutherland's business ethics.

This is what was prepared for the world to see.

Here is what the world did not see until now:

"Hoke Engraving Plate Company, St. Louis, Oct.

19, 1905.—Mr. Claude L'Engle, Sun, Jacksonville, Fla.: Dear Sir—We have yours of the 17th and note that Mr. Taylor and yourself are forming a new company to publish the SUN as an illustrated weekly. We will be very glad to furnish you with plates, provided, of course, that the financial end of it is all right. You, of course, know that we lost considerable money by the Sun, and have been endeavoring to get some of it back, but up to this writing have been unable to do so.

"We are much interested in your experience of how it all happened, and you certainly have our sympathy. However, since experience is eminently the best teacher you doubtless will be in a much better position to succeed than you were before.

"We will be very glad to furnish you with plates in any amount and under any plan that will guarantee us our money.

"We certainly wish you the best success in your new venture, and will be very glad to extend to you all possible business courtesies that are possible. With best regards, we are, yours respectfully,

"Hoke Engraving Plate Co.

"W. E. Hoke, Sec."

"National Lead Company, Atlantic Branch, New York, Nov. 10, 1905.—The Sun, Jacksonville, Fla.: Gentlemen—We have your order for 500 pounds of best quality stereotype metal, for which please accept our thanks.

"Some time ago we sold the Sun Publishing Company of your city goods amounting to about \$235, and had to settle for about 75 per cent on our claim.

We do not know whether you are connected with this company or not, but if so, would ask you to send us a draft on New York before we ship the order. The price of this metal will be 6 1-2 cents.

"If the Sun is an independent concern, would ask you to kindly favor us with the names of some houses with which you have been dealing, for reference. Same proving satisfactory, we will be pleased to open an account with you on credit. Yours truly,

"NATIONAL LEAD CO.,

"Atlantic Branch, Credit Dept.

"Robert J. Wall."

When the writer sought redress from Mr. Sutherland for the destruction of his property, he was answered with the taunt: "You have no equity, the concern is bankrupt."

The writer knew that the paper printed \$2,000 worth of paid advertisements in April and had over 4,500 subscribers who were perfectly willing to pay \$3 per year for it, and could not see how a concern COULD BE bankrupt that had business WORTH \$37,500 PER YEAR, and good prospects of rapid increase, when the monthly expense of operation could have been kept within \$3,000 by a business manager possessing even a limited amount of ability.

Mr. Sutherland HIMSELF believed that the paper was ON A PAYING BASIS when it suspended, because he told Mr. W. F. Stovall so in Tampa. Mr. Stovall told Mr. A. K. Taylor and the writer that Mr. Sutherland made this statement to him when he visited Tampa last May.